

Abstract of the Disclosure

The invention dynamically produces alternate referrer pages substantially similar to pages previously viewed, through a web browser, by a visitor who linked to a target web page via a link on the previously viewed pages. When the browser links to the target page, a referrer URL is obtained for the referrer page from which the browser loaded the target page. The referrer URL is stored in a queue. The queue is inspected regularly. If the queue contains an unexamined entry, a request for that entry's referrer URL is executed to obtain the alternate referrer pages. The IP address of the computer running the browser is used to derive a country code corresponding to the IP address. The referrer URL request can be issued through a computer in a geographic region corresponding to the country code so that geographic biasing of the previously viewed pages will be reflected in the alternate pages.